

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 03844 301431Z

51

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 110319

P R 301309Z AUG 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2785

AMEMBASSY COPENHAGEN

UNCLAS STOCKHOLM 3844

FOR BIC/OIM/SAD:C.E.JOHNSON

E.O. 11652 N/A

TAGS: BEXP, SW

SUBJECT: IN-STORE PROMOTIONS: APPOINTMENTS FOR CHARLES E.
JOHNSON

REF: 1) STATE 180197; 2) JOHNSON/KIRBY TELECON 8/28

1. APPRECIATE YOUR HAVING CALLED PER KALEN NK CONCERNING AMERICAN SHOE SUPPLIERS. WILL ALSO APPRECIATE YOUR ARRANGING FOR EARLY CABLE REPLY OUR A243, JULY 30, 1974 FUNDING FY '75 IN-STORE PROMOTION CONTRACT WITH NK PER EMBASSY CONTRACT S-50-FA-377.

2. RESERVATION CONFIRMED TWO NIGHTS SHERATON-STOCKHOLM, TELEX 17750; CABLE SHERACO, SEPTEMBER 18 AND 19.

3. APPOINTMENTS CONFIRMED AS FOLLOWS:

SEPTEMBER 19, 8:00 AM NK, HAMNGATAN 18-20, STOCKHOLM
MRESSRS ERLING KARLSTROM, PURCHASING MANAGER;
ARNE ANDERSSON (SECTION MANAGER - MEN'S APPAREL),
ALLAN BAXELIUS (SECTION MANAGER - SPORTING GOODS).
12.00 NOON LUNCHEON GUEST JAN ERIK BRANTAS AND OTHER
MEMBERS TABY CENTRUM'S FNVETAGAREFORENING (AN ASSOCI-
ATION YMFRE OWNERS OF THE TABY SHIPPINGCENTER),
C/O SKANDINAVISKA ENSKILDA BANKEN, TABY CENTRUM,
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MARKNADSVAGEN 15, TABY (METROPOLITAN STOCKHOLM)

2:30PM HENNES-MAURITZ AB, SERGELSTORG 12, MRS. YVONNE
NORDENSKJOLD, PURCHASING MANAGER

SEPTEMBER 20, 9.00 AM NK, HAMMGATAN 18-20, STOCKHOLM,
MESSRS ULF WAHLBERG (SECTION MANAGER - HOME INTERIOR
PRODUCTS), CURT HOLLQVIST (BUYER - FURNITURE), ULF
SODERBERG (BUYER - HOME TEXTILES, TRIMMINGS).
11.00 AM AHLEN & HOLM AB, RINGVAGEN 100, STOCKHOLM,
LENNART TESSMAR, DIRECTOR.
NEXT APPOINTMENT
IS IN MALMO (OPPOSITE COPENHAGEN).
SPACE TENTATIVELY BOOKED IN FLIGHT SK 159 DEP STOCKHOLM-ARLANDA
3.40 PM ARR MALMO 4.40 PM/8 .4. SVEN NEDEGSPLT, PURCHASING
MANAGER OFMONSUMZATFORENINGE, (CONSUMER ASSOCIATION)
SOLIDAR (KOOOPERATIVA FORBUNRG), MALMO WILL MEET YOU AT
AIRPORT. DINNER WITH MR. NEDERSTEDT AND OTHER REPRESENTATIVES
OF THIS ASSOCIATION. DEPT MALMO AT APPR. 8.00 PM VIA HYDROFOIL
FOR COPENHAGEN.
STRAUSZ-HUPE

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NNN

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